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PATENT  
02-409-T (formerly PM4)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Kovac et al. Examiner: Srivastava  
Serial No.: 09/778,234 Group Art Unit: 2611  
Title: SYSTEM AND METHOD FOR ADVERTISEMENT  
SPONSORED CONTENT DISTRIBUTION  
Filed: February 6, 2001

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Donna Miller Date: 11-18-04  
Donna Miller

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In accordance with the duties imposed by 37 C.F.R. § 1.56 et seq., the Applicants submit the enclosed Information Disclosure Statement for consideration by the Examiner in connection with the patent application identified above. Each item of information contained in the Information Disclosure Statement was first cited in a communication from the US PCT Office in counterpart PCT application Serial No. PCT/US01/03936. The Applicants believe that none of the documents identified discloses the **"SYSTEM AND METHOD FOR ADVERTISEMENT SPONSORED CONTENT DISTRIBUTION"** claimed in the above referenced patent application. A copy of each item of information is included with this Supplemental Disclosure

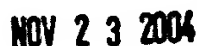
Statement. Also enclosed is a credit card authorization for the \$180 fee required under 37 C.F.R. § 1.98.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Norton R. Townsley", followed by a large checkmark.

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**Complete if Known**

Application Number	09/778,234
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Filing Date	02/06/2001
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First Named Inventor	Kovac
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Art Unit	2611
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Examiner Name	Srivastava
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Attorney Docket Number	02-409-T (formerly PM4)
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Examiner  
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Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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